

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 March 2023
Team ID	NM2023TMID16367
Project Name	Flight delay prediction for aviation industry using machine learning
Maximum Marks	5 Marks

Brainstorm & Idea Prioritization Template:

During this activity, our team members gathered and disguised various ideas to solve our projects. Each member contributed six to ten ideas. After gathering all ideas, we assessed the impacts and feasibility of each point.

Finally, we have assigned priority for each point based on these impact values.

Step 1 Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own team brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes** to prepare
- 1 hour** to collaborate
- 2-5 people** recommended

Share template feedback



Need some inspiration?
See a live example of this template in action.

[Open example](#) →

[Open guide](#) →

- C** **Learn** what the session is for and how to use the template. Use the guide to get the most out of the session.
- B** **Get the best** ideas from your team. Use the template to capture and organize ideas.
- A** **Get the best** ideas from your team. Use the template to capture and organize ideas.

Before you collaborate
A good idea is a long way from a bad idea. Here's what you need to do to get going.



T

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

Problem

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

- Stay on topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Step 2 Brain Storm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Manjula

- The amount of space that can be used for the office is limited.
- This can be solved by the current office layout.
- Use of space can be improved by using the current office layout.
- The current office layout is not efficient.
- Use of space can be improved by using the current office layout.

Karthika

- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.

Saranya

- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.

Thenmozhi

- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.
- Use of space can be improved by using the current office layout.

3

Group

Take sticky notes and group them into categories.

⌚ 20 minutes

Grouping

Take sticky notes and group them into categories.

⌚ 20 minutes

Grouping

Take sticky notes and group them into categories.

⌚ 20 minutes

3

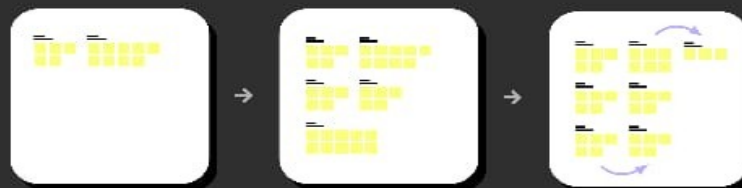
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, move, open up, and categorize important ideas as names within your mind.

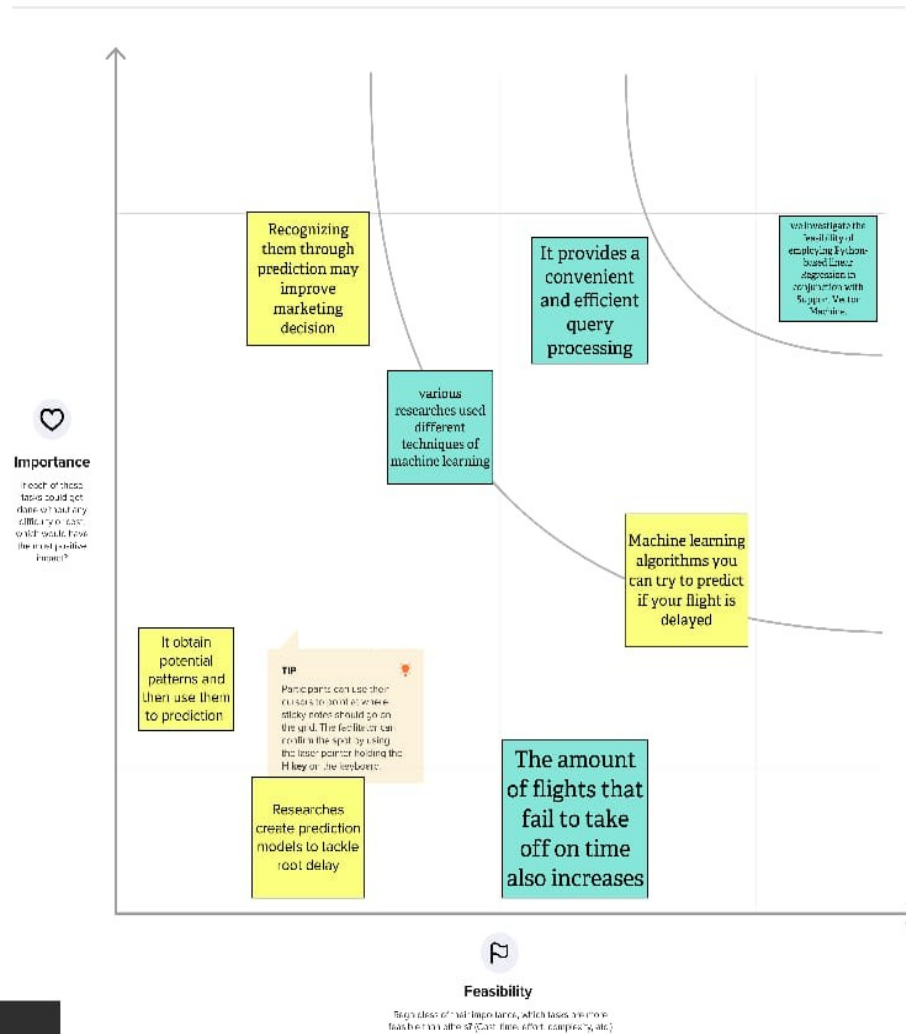


4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes





After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons



Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.



Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward



Strategy blueprint

Define the components of a new idea or strategy.

[Open the template →](#)



Customer experience journey map

Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)



Strengths, weaknesses, opportunities & threats

Identify strong ts, weaknesses, opportunities, and threats (SWOT) to develop a plan.

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Step 3 Idea Prioritization